

REMARKS

Status of Claims

Claims 1 – 6 have been amended herein. Support for the amendments can be found in the following paragraphs: 27, 34, 43 and 54. No new matter has been added.

In the Final Office Action mailed February 2, 2004, the Examiner has rejected the claims under 35 USC 102 as being anticipated by U.S. Pat. No. 6,076,733 to Wilz.

The Office Action has been carefully reviewed. Reconsideration of the grounds for the rejection is respectfully requested in view of the amendments and remarks herein.

Response to Office Action

1. Information Disclosure Statements

Applicants request the Examiner's consideration of the Information Disclosure Statements submitted August 7, 2003 and March 25, 2004.

2. Rejection of claims 1-6

Claims 1 and 4, 2 and 5, and 3 and 6 have been amended to require that the network address transmitted to the end-user (in response to the user scanning a code) is selected based on (1) user profile information; (2) information regarding the device employed by the user to access the network; and (3) context information comprising information regarding current or historical activity of the user on the network, respectively. None of these limitations are disclosed by Wilz.

CONCLUSION

In view of the foregoing, it is respectfully submitted that all pending claims are in condition for allowance. Applicants respectfully request the withdrawal of the rejection of the claims and the timely allowance of the pending claims.

If there are any fees due in connection with the filing of this response, please charge the fees to our Deposit Account No. **50-0310**.

The Examiner is invited to contact the undersigned to discuss any matter concerning this application.

Respectfully submitted,

Dated: July 12, 2004

By: 

Alison B. Weisberg

Registration Number 45,206

MORGAN, LEWIS & BOCKIUS LLP

1701 Market Street

Philadelphia, PA 19103

Phone: (215) 963-5000

Facsimile: (215) 963-5299